Web Strategy: Audience, Content and Usability
MRKT6282

Course Outline

Description: Having an effective web presence requires planning and thought, not only about the technology you are using, but also who you are trying to reach and what is the best way to communicate to them. This course provides you with an introduction to the major strategies for focusing on the core of your web identity - your content - and how to make sure your message works with your technology to support a meaningful online experience.

Course Goals:
- Learn how to identify audiences & their needs
- Learn how to make content relevant for the web
- Understand the importance of usability in your web strategy.
- Learn how to create and update your content & website strategically

Course Objectives: At the completion of this course, the student will be able to apply their new knowledge to incorporate web strategies into their current or upcoming web projects.

Evaluation:

- Overall Participation: 20%
- Assignment #1: 20%
- Assignment #2: 20%
- Assignment #3: 20%
- Assignment #4: 20%

Notes on assignments (papers and reports):
- Must be academic in style and content
- Must have a clear focus
- Must present ideas in a logical and well thought-out flow
- Arguments, analysis and conclusions must be based on clearly identified research and sources
- Must cite all references from other sources
- Must be double-spaced, and typewritten

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at http://www.westerncalendar.uwo.ca. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the

University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: http://www.uwo.ca/univsec/pdf/board/code.pdf.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (http://www.turnitin.com).

Course Schedule:

Week 1: The Whys of Web Strategy

Week 2: Defining your Audience

Week 3: Audience & Relevance
  ● Assignment #1 Due

Week 4: Defining Content

Week 5: Content Strategy Planning

Week 6: Content Creation
  ● Assignment #2 Due

Week 7: Metadata, Search & SEO

Week 8: Usability Considerations

Week 9: Usability in Practice
  ● Assignment #3 Due

Week 10: Building your Web Strategy

Week 11: Moving Forward

Week 12: Measurement & Moving Forward
  ● Assignment #4 Due